4. (Unchanged) The method of claim 3, wherein:
the target output format is HTML (HyperText Markup Language).

5. (Unchanged) A computer program, tangibly stored on a computer-readable medium, comprising instructions for causing a computer to:
identify a non-transparent region of a layer of an electronic artwork; and
assign an action to an area corresponding to the non-transparent region, the action defining a function that will be activated when the area is selected.

6. (Unchanged) The computer program of claim 5, further comprising instructions to:
calculate a boundary of the non-transparent region; and
calculate a definition of the area from the boundary.

7. (Unchanged) The computer program of claim 5, further comprising instructions to:
composite the layers of the artwork; and
convert the area and the action to a target output format.

8. (Unchanged) The computer program of claim 7, wherein the target output format for the area and the action is HTML.

9. (Unchanged) The computer program of claim 8, further comprising instructions to:
write out the composited artwork as an image file and write out an HTML file containing an image map for the area and a URL for the action, the HTML file referring to the image file.

10. (New) The method of claim 1, further comprising:

receiving from a user of a graphics application operating on the electronic artwork an input that selects the layer.

11. (New) The method of claim 1, further comprising:

associating the area and the action with the selected layer as a property of the selected layer.

12. (New) The method of claim 11, further comprising:

conforming the area automatically to content of the selected layer when the electronic artwork is edited.

13. (New) In a graphics application that supports dynamic content in layers, the method of claim 1, further comprising:

calculating any dynamic content for the selected layer before the area is calculated.

14. (New) The method of claim 1, wherein:

the selected layer has one or more non-transparent regions in a transparent frame; and

the non-transparent region or regions in combination define the area.

15. (New) The method of claim 14, wherein:

the selected layer has two or more non-contiguous non-transparent regions in a transparent frame; and

the non-transparent regions in combination define the area.

16. (New) The method of claim 15, further comprising:

generating multiple image maps from the non-transparent regions.

17. (New) The method of claim 1, wherein:

any holes within the region are ignored.

18. (New) The method of claim 1, wherein:

separate regions having no holes are created if the region has holes; and

the separate regions in combination contribute to the definition of the area.

19. (New) The computer program of claim 5, further comprising instructions for causing a computer to:

receive from a user an input that selects the layer of the electronic artwork.

20. (New) The computer program of claim 5, further comprising instructions for causing a computer to:

associate the area and the action with the selected layer as a property of the selected layer.

21. (New) The computer program of claim 20, further comprising instructions for causing a computer to:

conform the area automatically to the content of the selected layer when the electronic artwork is edited.

22. (New) The computer program of claim 5, further comprising instructions for causing a computer to:

calculate any dynamic content for the selected layer before the area is calculated.

23. (New) The computer program of claim 5, wherein:

the layer has one or more non-transparent regions in a transparent frame; and

the non-transparent region or regions in combination define the area.